

July 2020



DOWNTOWN RIVERHEAD PATTERN BOOK SURVEY #2

Riverhead, New York

WHAT IS A PATTERN BOOK?

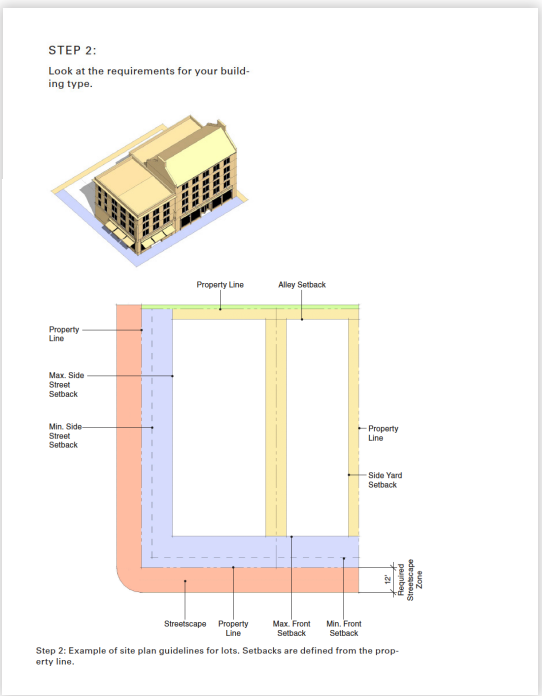
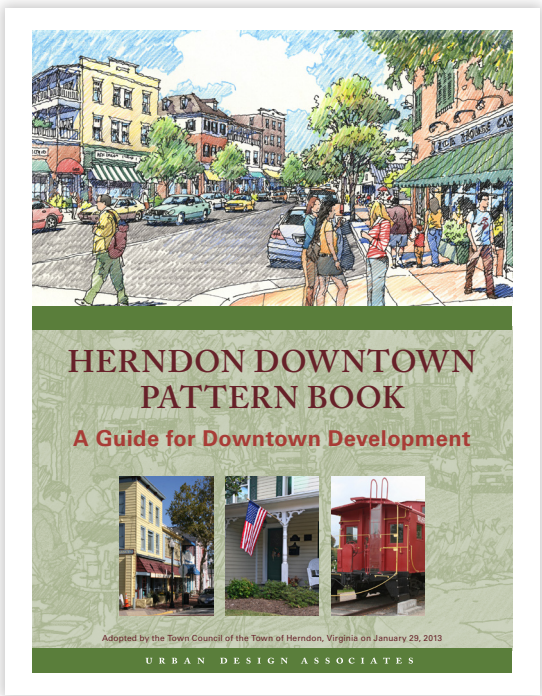
The Downtown Riverhead Pattern Book will guide the development of future community character for the Main Street area.

Key Principles:

- Community-driven
- Based on resident involvement
- Locally controlled



WHAT ARE THE ELEMENTS OF A PATTERN BOOK?



- **Guidelines for Public Areas:** streets, parks, squares, passages/alleys, safety, etc.
- **Guidelines for Private Development:** building scale, massing, height, setback, materials, use, and possibly architectural style
- **Policy Issues:** parking, flooding, land use, etc.

ALLOWABLE BUILDING TYPOLOGIES BY FRONTAGE

	DETACHED SINGLE FAMILY HOUSE	COMMERCIAL OR RESIDENTIAL TOWNHOUSE	APARTMENT BUILDING	MIXED-USE BUILDING	PARKING GARAGE
FRONTAGE					
Residential 1	■				
Residential 2	■	■	■		
Residential 3		■	■		■
Mixed-Use				■	■

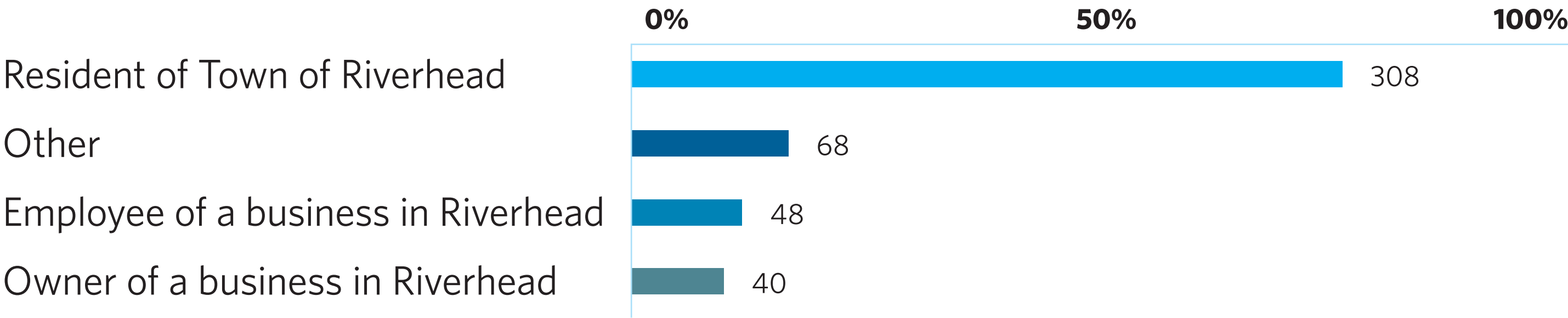
SURVEY RESPONSE & BACKGROUND

SURVEY RESPONSE

- Survey Open June 1st - June 29th, 2020
- 409 Total Respondents
- 87% Completion Rate
- Average Time Spent per Respondent: 10 minutes
- 75% of Respondents identified themselves as Residents of the Town of Riverhead

1. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR RELATIONSHIP TO DOWNTOWN RIVERHEAD?

Answered: 406 Skipped: 3

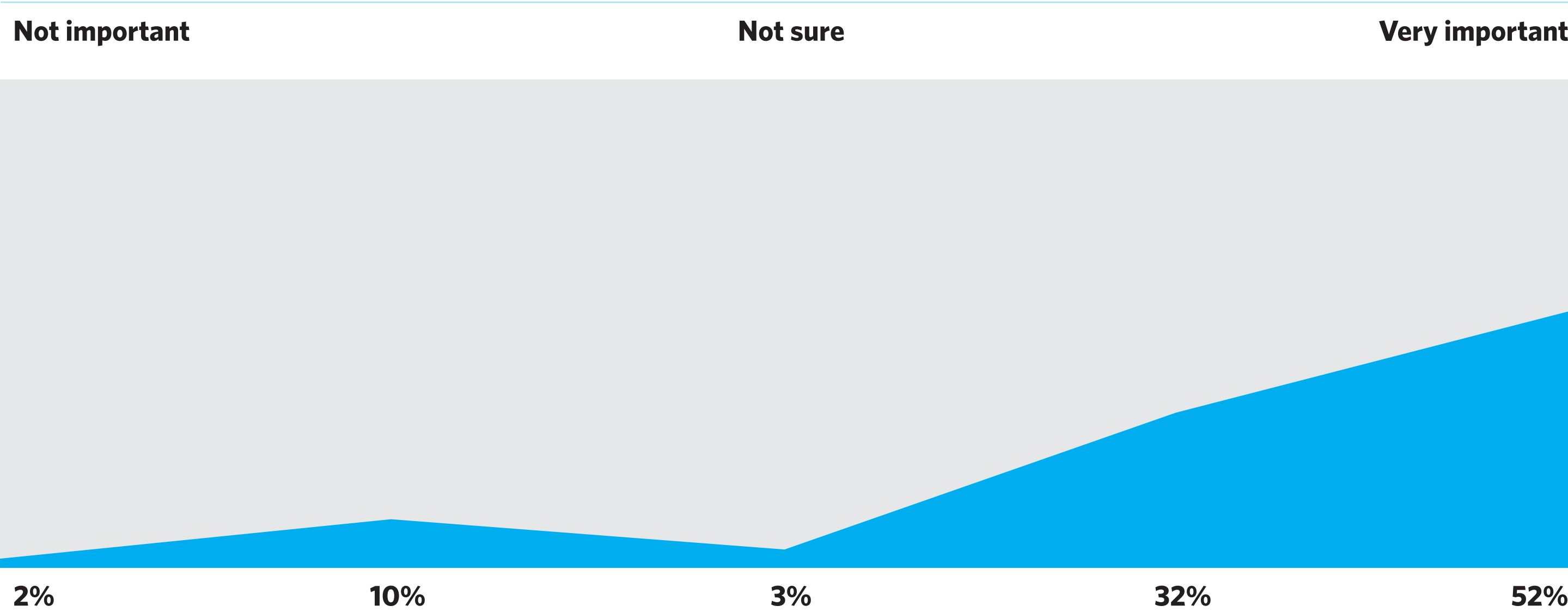


***Specified Responses Included: "Frequent visitor," "Frequent shopper and diner in Riverhead," "Quogue resident," "Summer resident of Quogue," "Go to restaurants and stores on Rt 58," "Resident of Flanders," "Resident of Southold," "Live in Hampton Bays," "I live in Calvertin"

YOUR PREFERENCES

2. HOW IMPORTANT IS IT TO ADDRESS THE DOWNTOWN FLOOD RISK FROM THE PECONIC RIVER?

Answered: 371 Skipped: 38

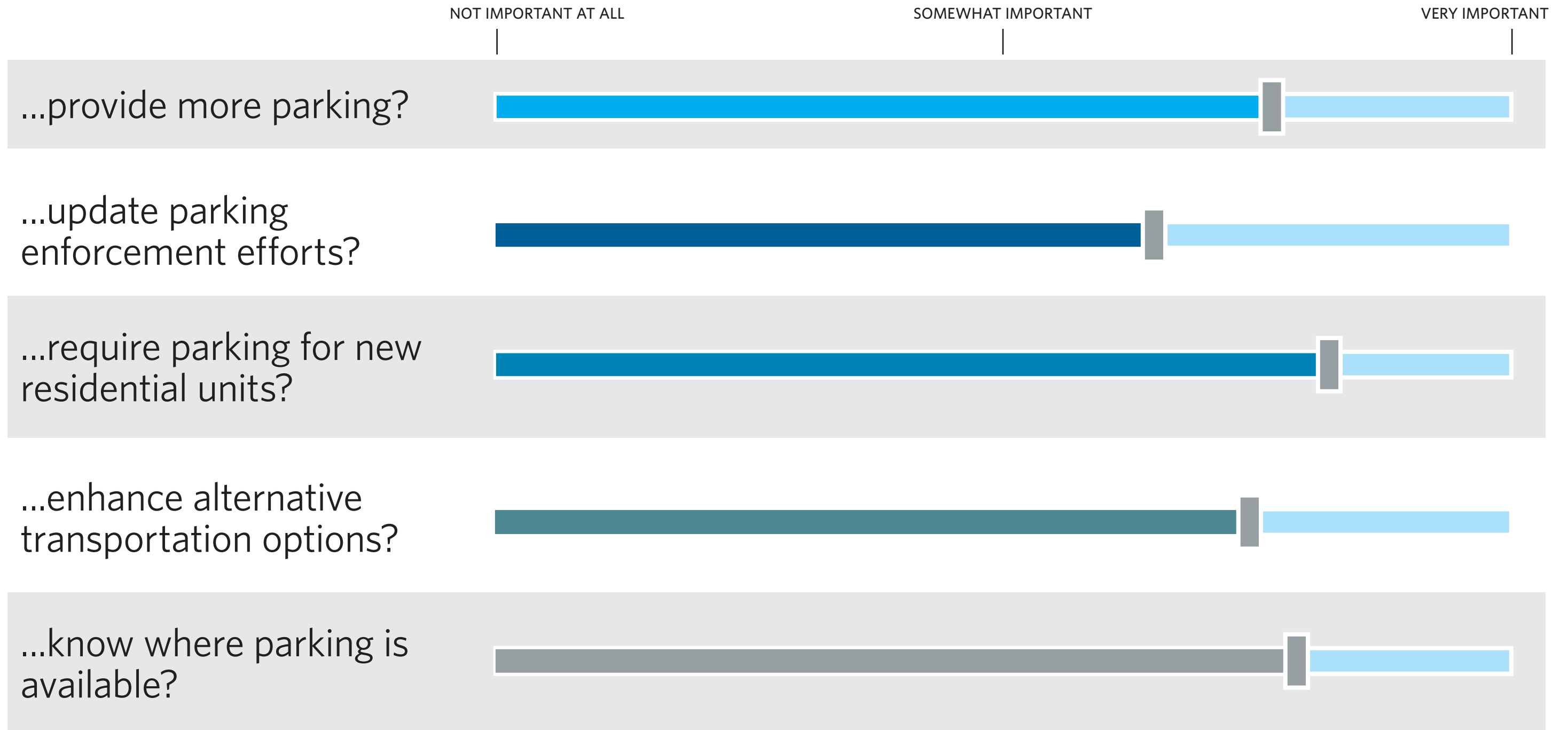


Over 80% of respondents rated this issue as “Important” or “Very important”

3. HOW IMPORTANT IS IT TO...

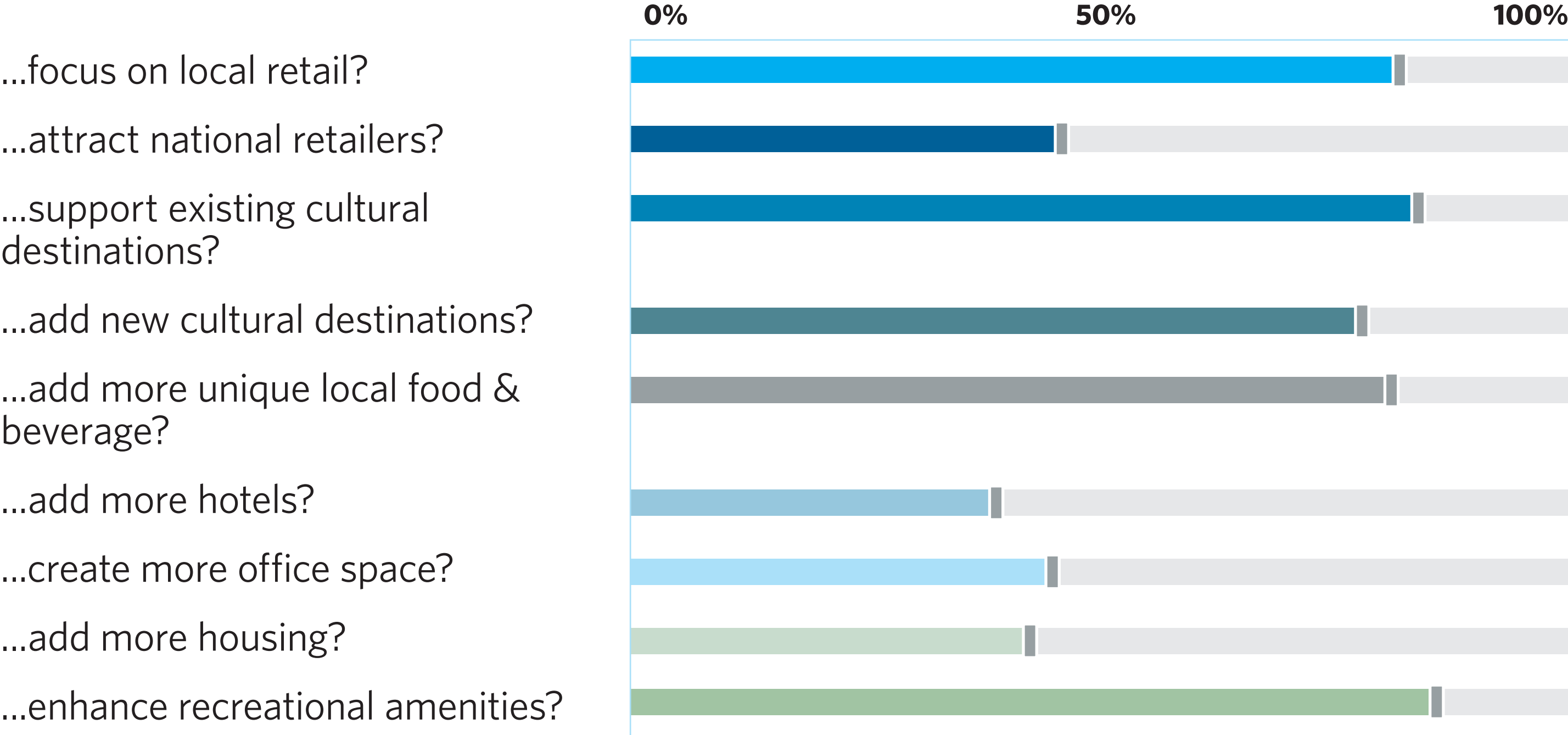
Answered: 373

Skipped: 36



4. HOW IMPORTANT IS IT TO...

Answered: 373 Skipped: 36



5. ARE THERE ANY OTHER USES THAT SHOULD BE CONSIDERED FOR DOWNTOWN RIVERHEAD?

Answered: 117 Skipped: 292

SMALL RETAIL

- Health and wellness businesses
- Coffee shops, social spaces
- Focus on minority-owned businesses
- Retail with personality
- Small shopsm boutiques, and cafes to attract tourists
- Restaurants with outdoor seating
- Grocery store

REC & EVENTS

- Trails, picnic areas, benches
- Focus on Peconic River
- Open area for outdoor concerts with seating
- Upscale landscaping in open area
- Walkable downtown
- Community space for kids
- Ice skating rink in winter
- Open air markets

CULTURAL

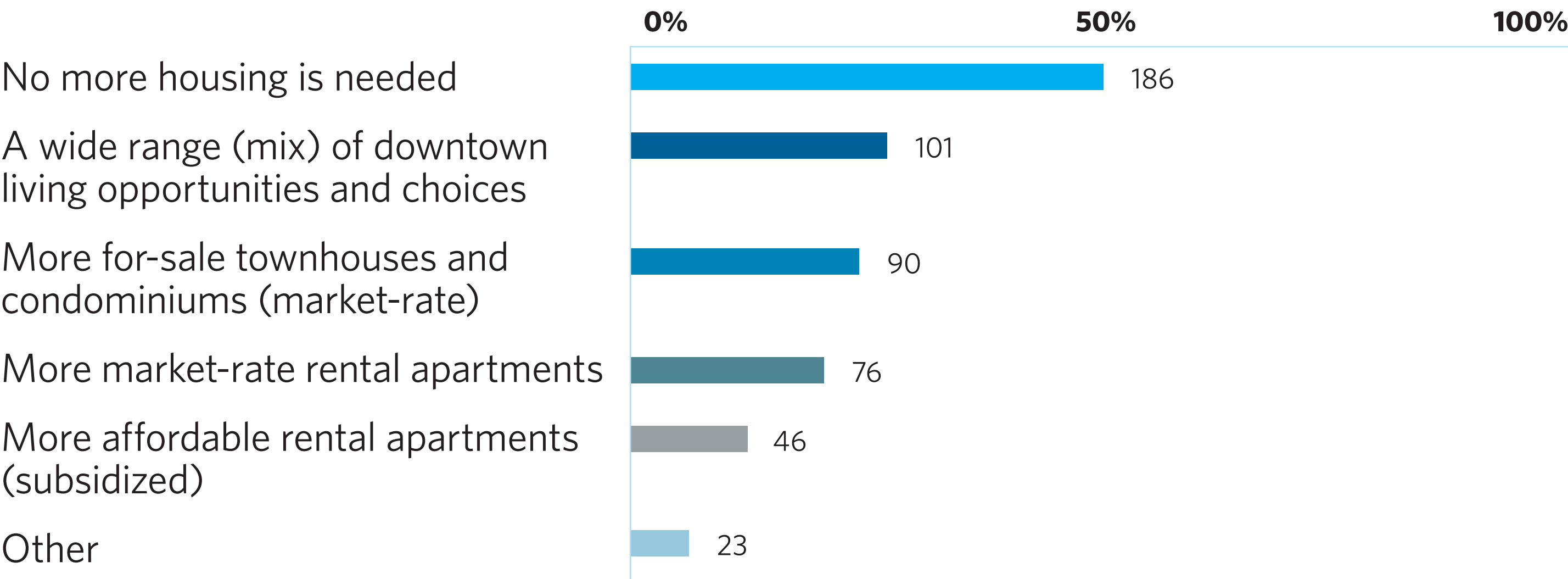
- Museums and art galleries
- Amphitheater for events
- Cinema
- Maker spaces

OTHER

- No more non-affordable housing
- No more big buildings
- Needs to be more walkable
- Needs better public transit
- More bicycle lanes
- More parking needed in specific locations
- Fill vacant buildings and lots

6. WHAT TYPE(S) OF HOUSING DO YOU THINK DOWNTOWN RIVERHEAD NEEDS, IF ANY?

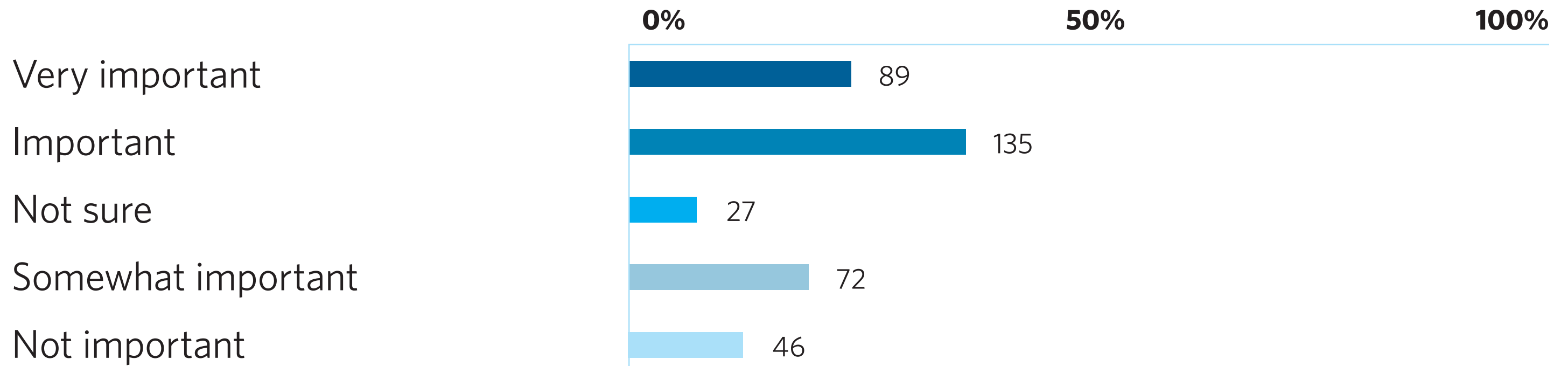
Answered: 369 Skipped: 40



***Specified Responses Included: "Town of Riverhead needs more housing, but not on Main St," "Schools are overcrowded and lack of parking makes more housing undesirable," "Unclear about definition of affordability"

7. HOW IMPORTANT IS IT TO CALM THE SPEED OF TRAFFIC ON E MAIN STREET?

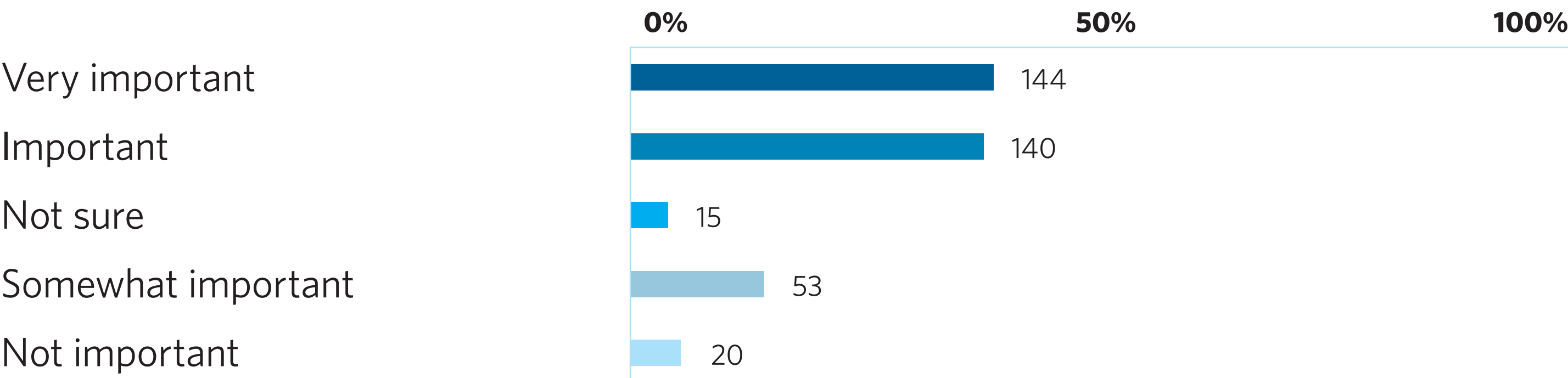
Answered: 369 Skipped: 40



About 60% of respondents rated this issue as "Important" or "Very important"

8. HOW IMPORTANT IS IT TO IMPLEMENT TRAFFIC CALMING MEASURES TO IMPROVE THE SAFETY OF E MAIN STREET'S PEDESTRIAN CROSSINGS?

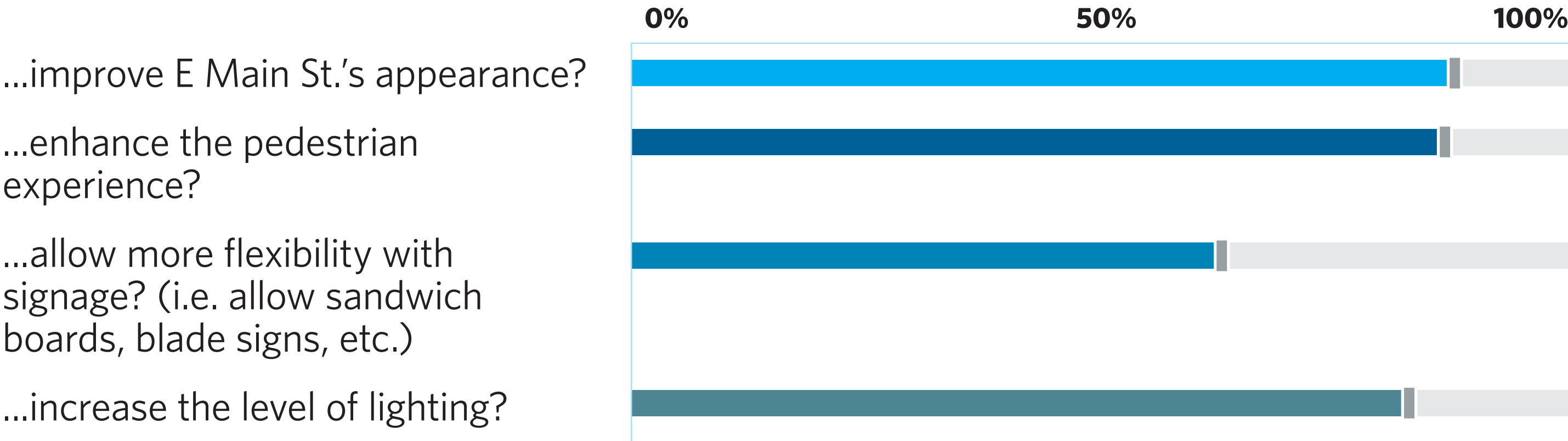
Answered: 372 Skipped: 37



Over 75% of respondents rated this issue as “Important” or “Very important”

9. HOW IMPORTANT IS IT TO...

Answered: 372 Skipped: 37



10. HOW IMPORTANT IS IT TO...

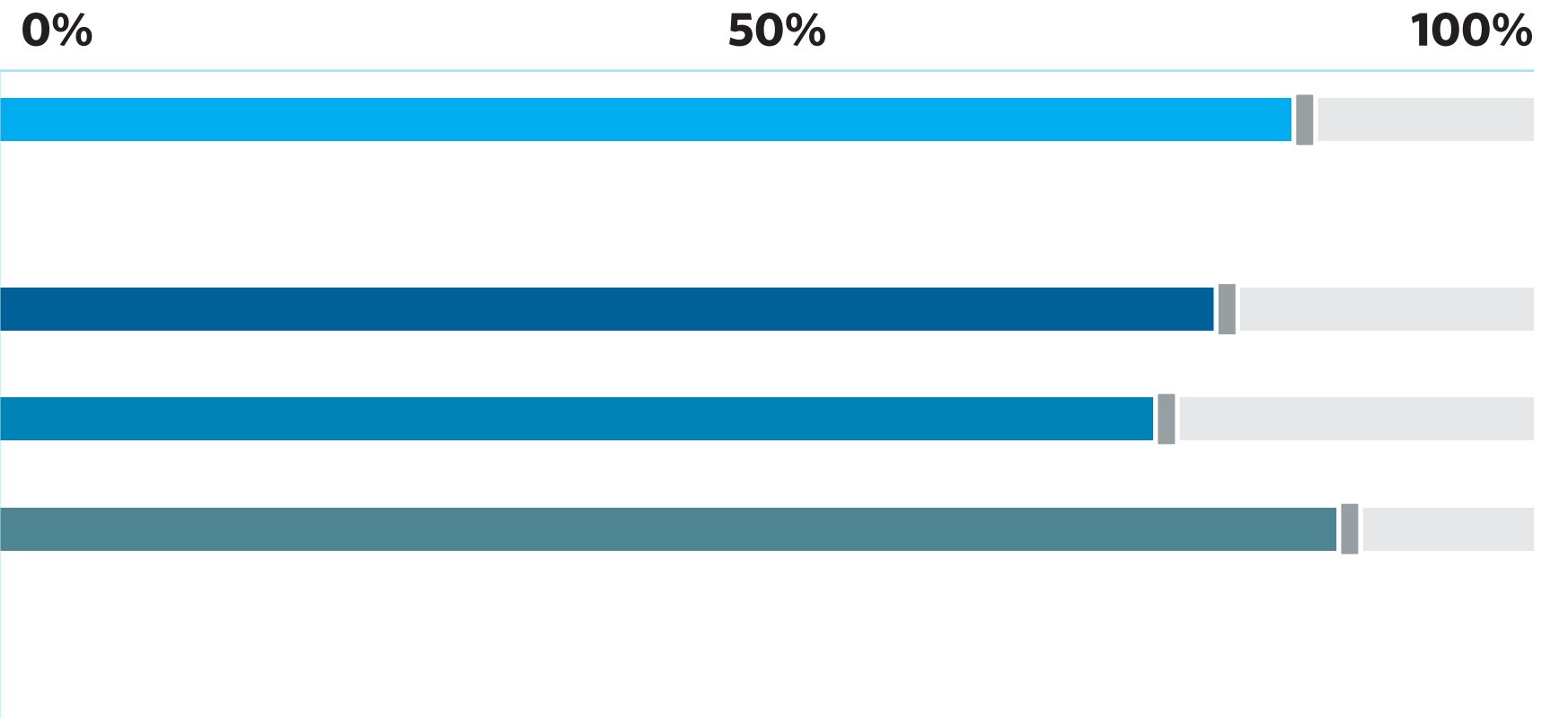
Answered: 372 Skipped: 37

...improve the appearance of passages?

...provide wayfinding signage?

...enhance sides of buildings?

...add lighting?



11. HOW IMPORTANT IS IT TO LOCATE A TOWN SQUARE...

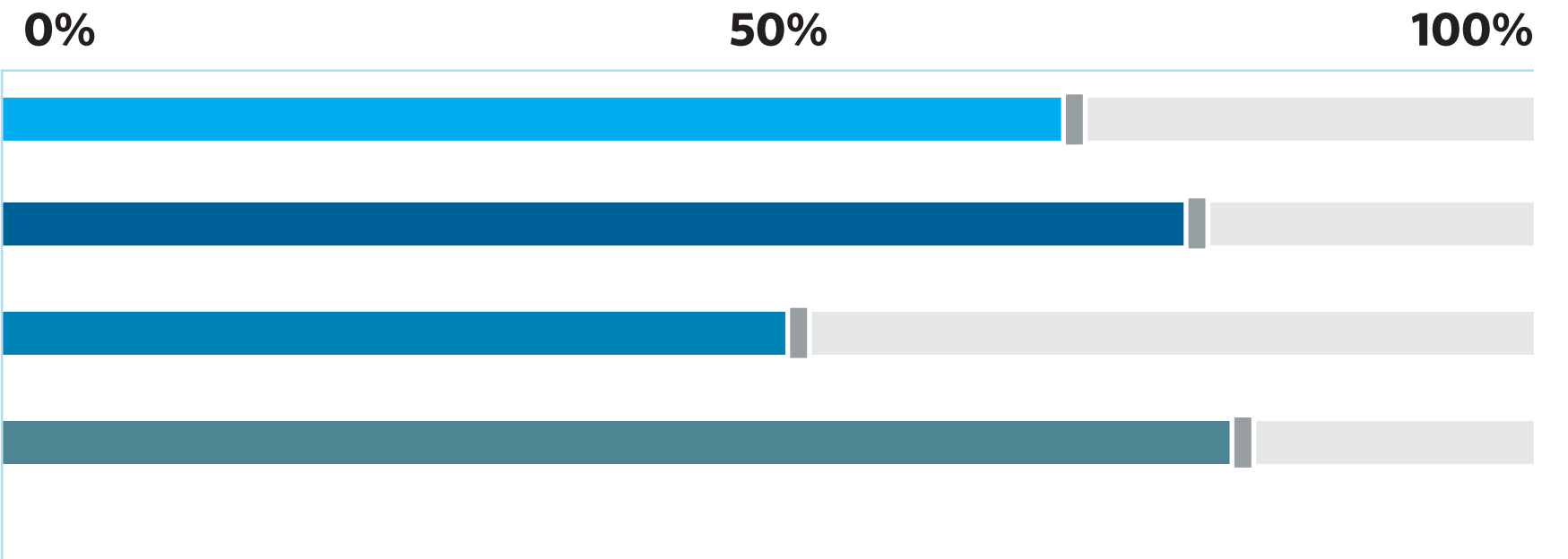
Answered: 372 Skipped: 37

...adjacent to Main Street?

...adjacent to the Peconic River?

...near the Suffolk Theater?

...connecting Main Street and the Peconic River?



12. WHAT KIND OF EXPERIENCE SHOULD A TOWN SQUARE OFFER?

Answered: 370 Skipped: 39

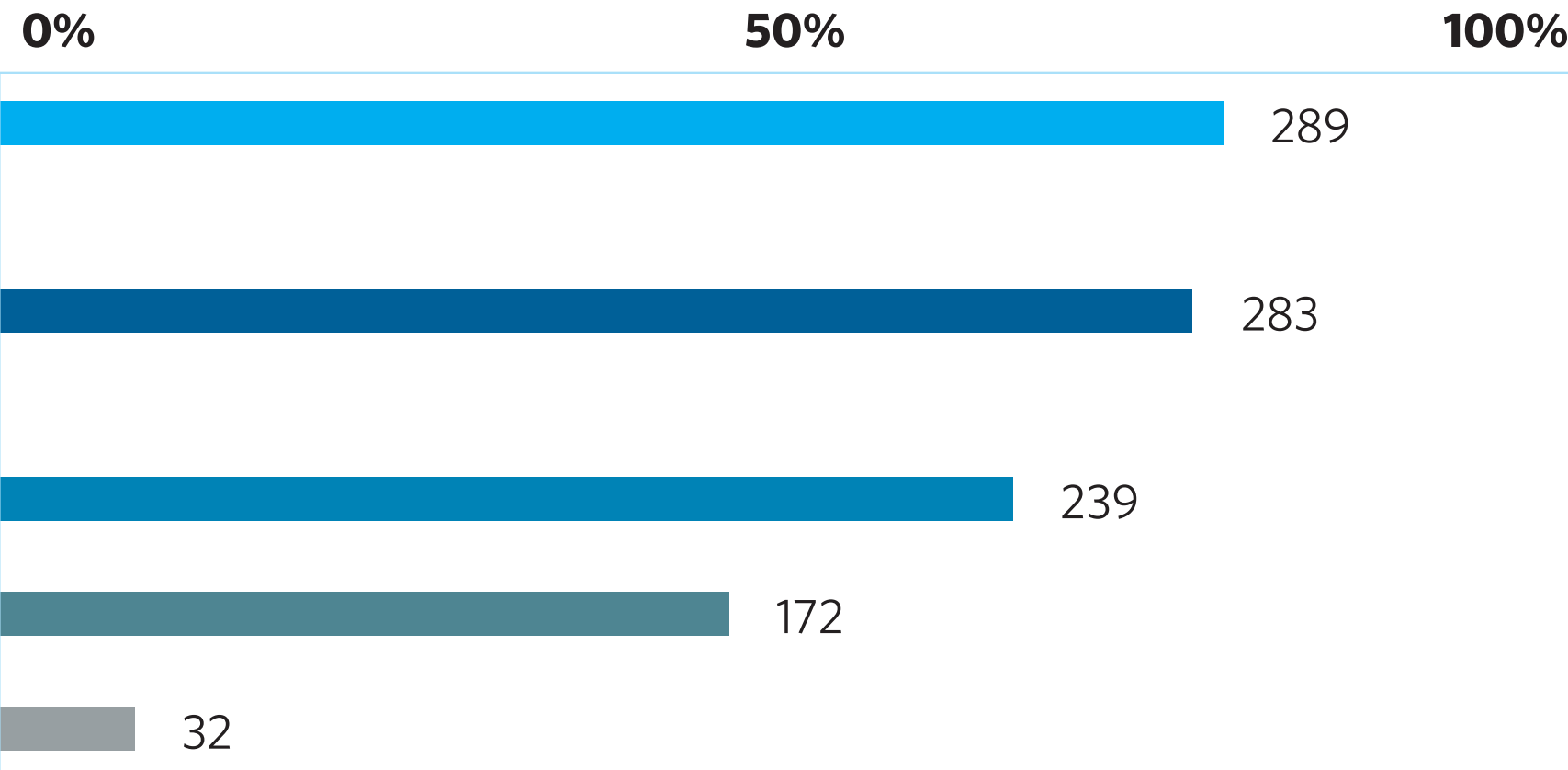
Flexible space for a mix of day-to-day recreation and special events

Open, green space with landscaping, paths, and benches

Plaza for events and gatherings

Amphitheater with stage for events

Other



***Specified Responses Included: "Food trucks or pavilion," "Mix of benches and open area," "Playground for kids," "Pop-up market spaces," "Fountain or splash pad," "Ice skating rink in the winter," "Carousel or ice rink to draw families," "Seasonal retail cart kiosks," "Bike racks and access to transit," "Hydration stations," "Covered picnic tables"

13. WHAT TECHNIQUES ARE MOST IMPORTANT TO INCREASE THE SAFETY OF PUBLIC SPACE IN DOWNTOWN RIVERHEAD?

Answered: 372 Skipped: 37

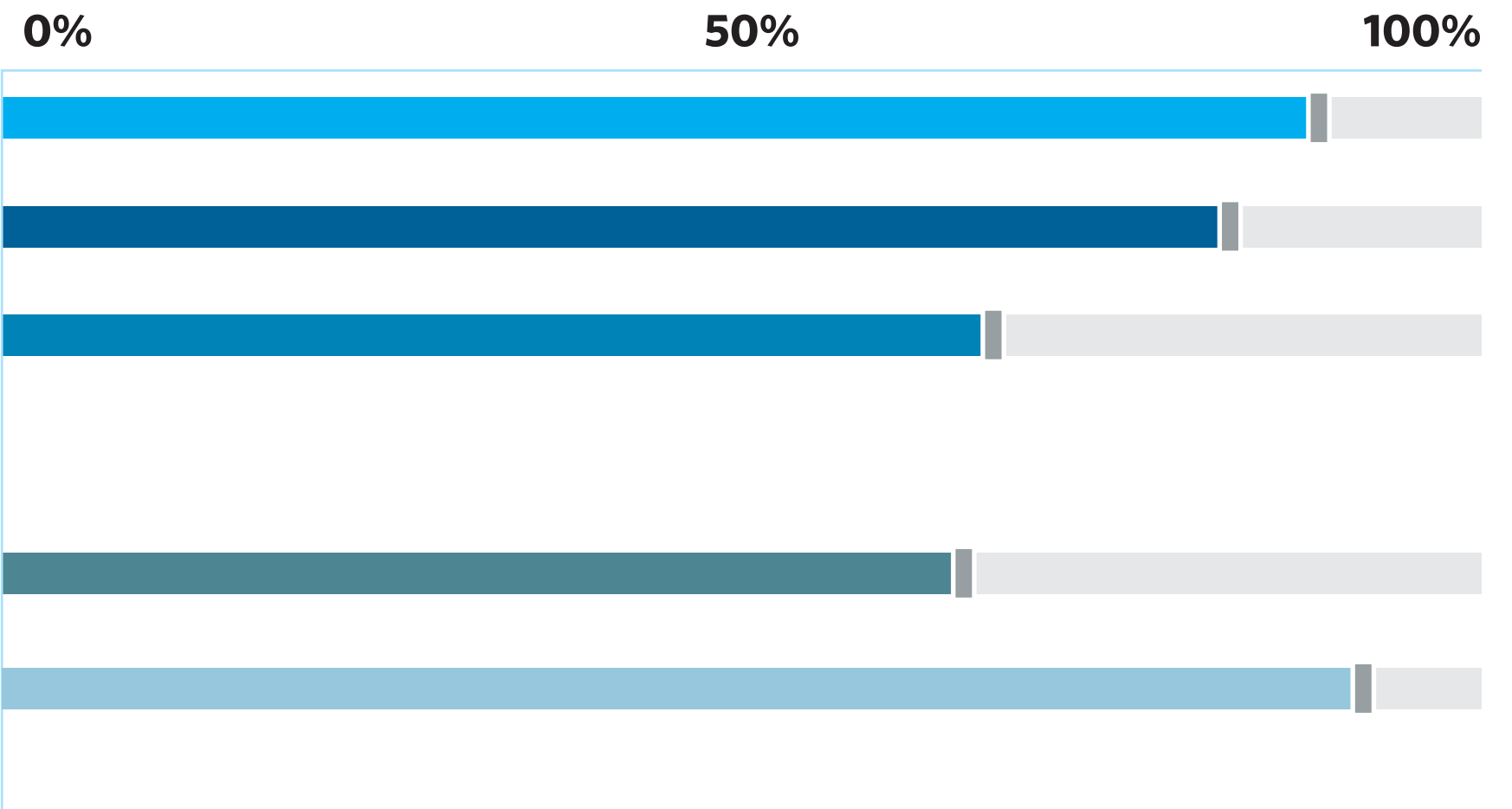
Enhanced lighting

Security cameras

Friendly signage denoting security cameras (i.e. "Smile, you're on camera")

Close parks at dark

Maintenance of parks, dumpsters, and storefronts



14. IN TERMS OF LOT COVERAGE AND BUILDING HEIGHT, WHICH ALTERNATIVE IS YOUR FAVORITE?

Answered: 361 Skipped: 48

ALTERNATIVE A

80% Lot Coverage, 60 ft. Bldg Height, 5 Stories, 4.0 FAR



12% (43)

ALTERNATIVE B

100% Lot Coverage, 50 ft. Bldg Height, 4 Stories, 3.5 FAR



11% (38)

ALTERNATIVE C

80% Lot Coverage, 50 ft. Bldg Height, 4 Stories, 2.75 FAR



18% (68)

ALTERNATIVE D

75% Lot Coverage, 40 ft. Bldg Height, 3 Stories, 2.0 FAR



59% (212)

15. IN TERMS OF LOT COVERAGE AND BUILDING HEIGHT, WHICH ALTERNATIVE IS YOUR LEAST FAVORITE?

Answered: 359 Skipped: 50

ALTERNATIVE A

80% Lot Coverage, 60 ft. Bldg Height, 5 Stories, 4.0 FAR



75% (272)

ALTERNATIVE B

100% Lot Coverage, 50 ft. Bldg Height, 4 Stories, 3.5 FAR



12% (44)

ALTERNATIVE C

80% Lot Coverage, 50 ft. Bldg Height, 4 Stories, 2.75 FAR



2% (5)

ALTERNATIVE D

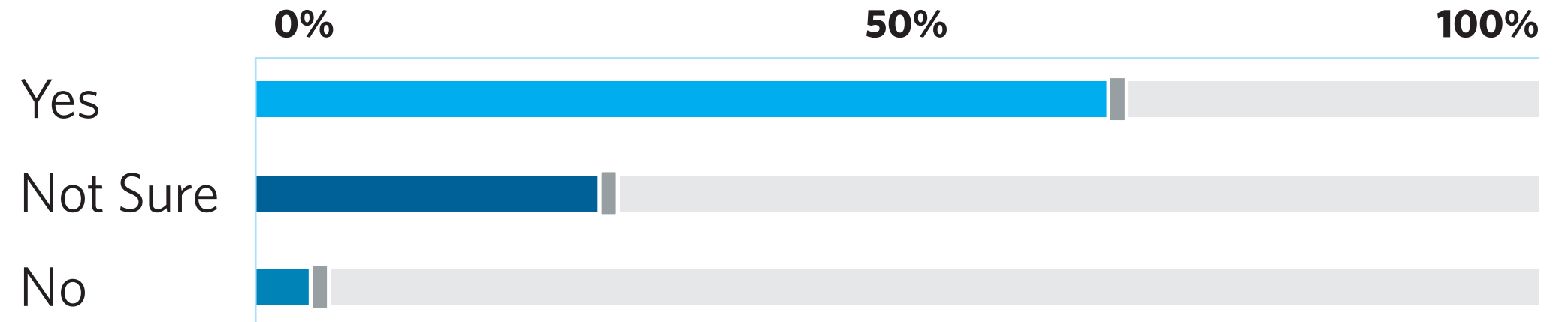
75% Lot Coverage, 40 ft. Bldg Height, 3 Stories, 2.0 FAR



11% (38)

16. IF A BUILDING IS TALLER THAN 3 STORIES, WOULD YOU PREFER A SETBACK ON THE TOP FLOOR(S)?

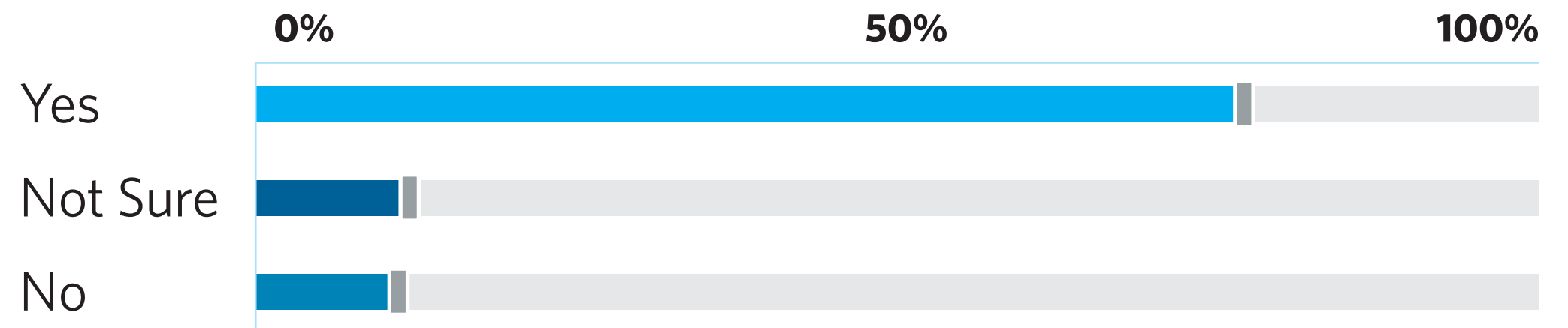
Answered: 367 Skipped: 42



ARCHITECTURAL CHARACTER

17. DO YOU THINK THE ARCHITECTURAL STYLE OF NEW BUILDINGS IN DOWNTOWN RIVERHEAD SHOULD BE REGULATED?

Answered: 339 Skipped: 70



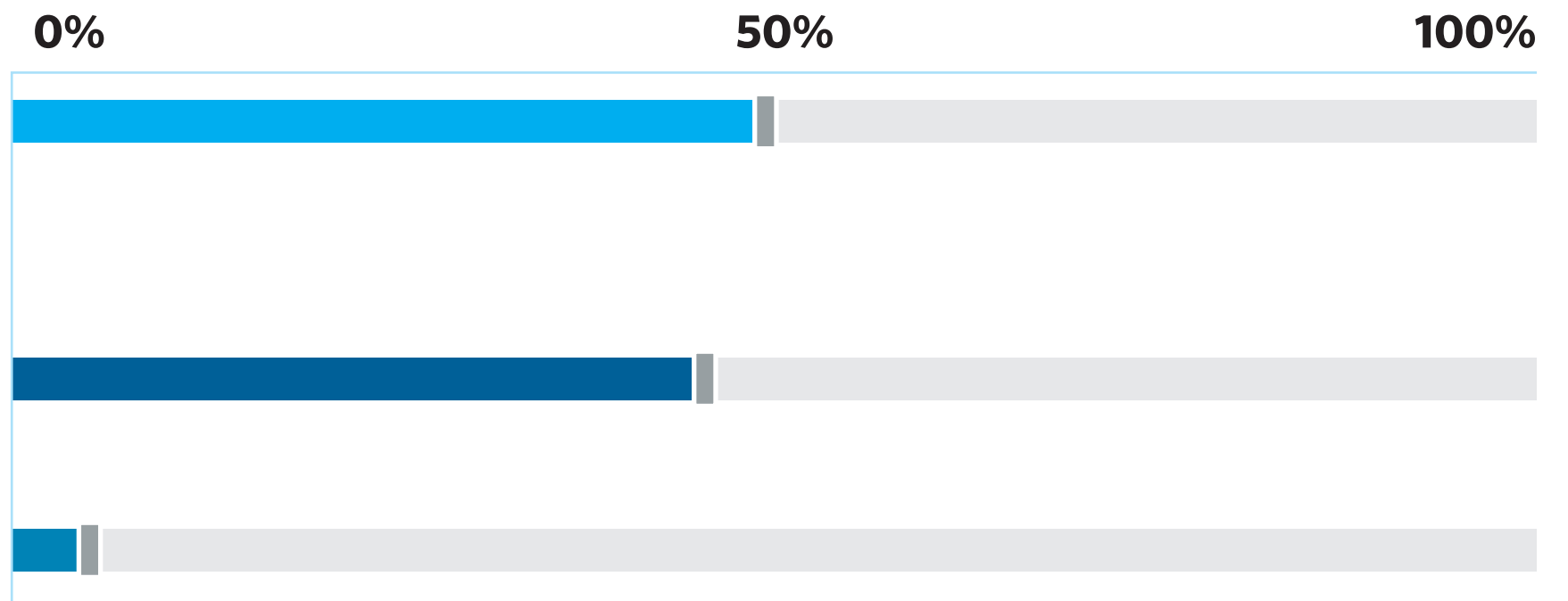
18. WOULD YOU RATHER NEW BUILDINGS IN DOWNTOWN RIVERHEAD APPEAR:

Answered: 352 Skipped: 57

Stylistically consistent (all/mostly the same architectural style as Downtown's existing buildings)

Stylistically eclectic (a variety of architectural styles)

Other (please specify)



***Specified Responses Included: "Eclectic with some sort of theme," "Consistent with original buildings from the 1800s-1900s; definitely pre-WW2," "Historical where possible," "Model Riverhead after Greenport, not Patchogue," "Currently there isn't a single architectural style for downtown," "Quaint old village look," "They should exude charm and fit in with what is there," "Upscale materials, not industrial," "Similar styles, a consistent look," "Brighter coloring," "Hampton's stylish North Fork"

19. WHAT ARCHITECTURAL STYLE CONCEPT WOULD YOU PREFER FOR NEWLY-CONSTRUCTED BUILDINGS IN DOWNTOWN RIVERHEAD?

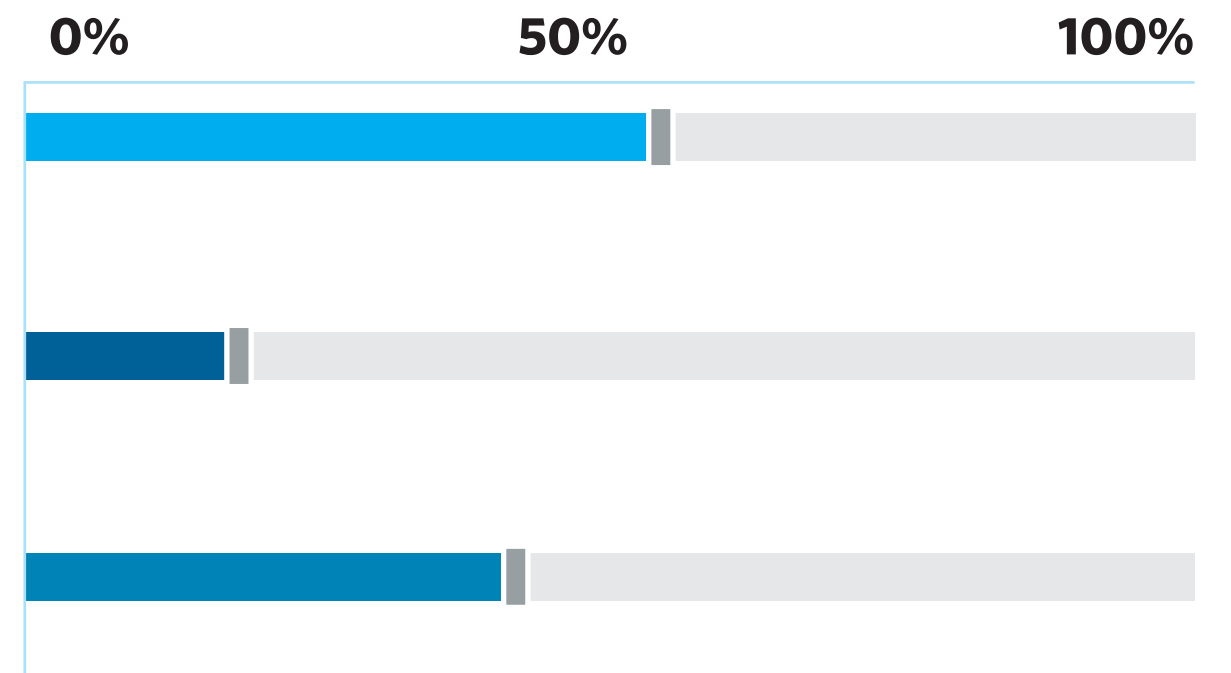
Answered: 355 Skipped: 54



References Pre-WWII styles

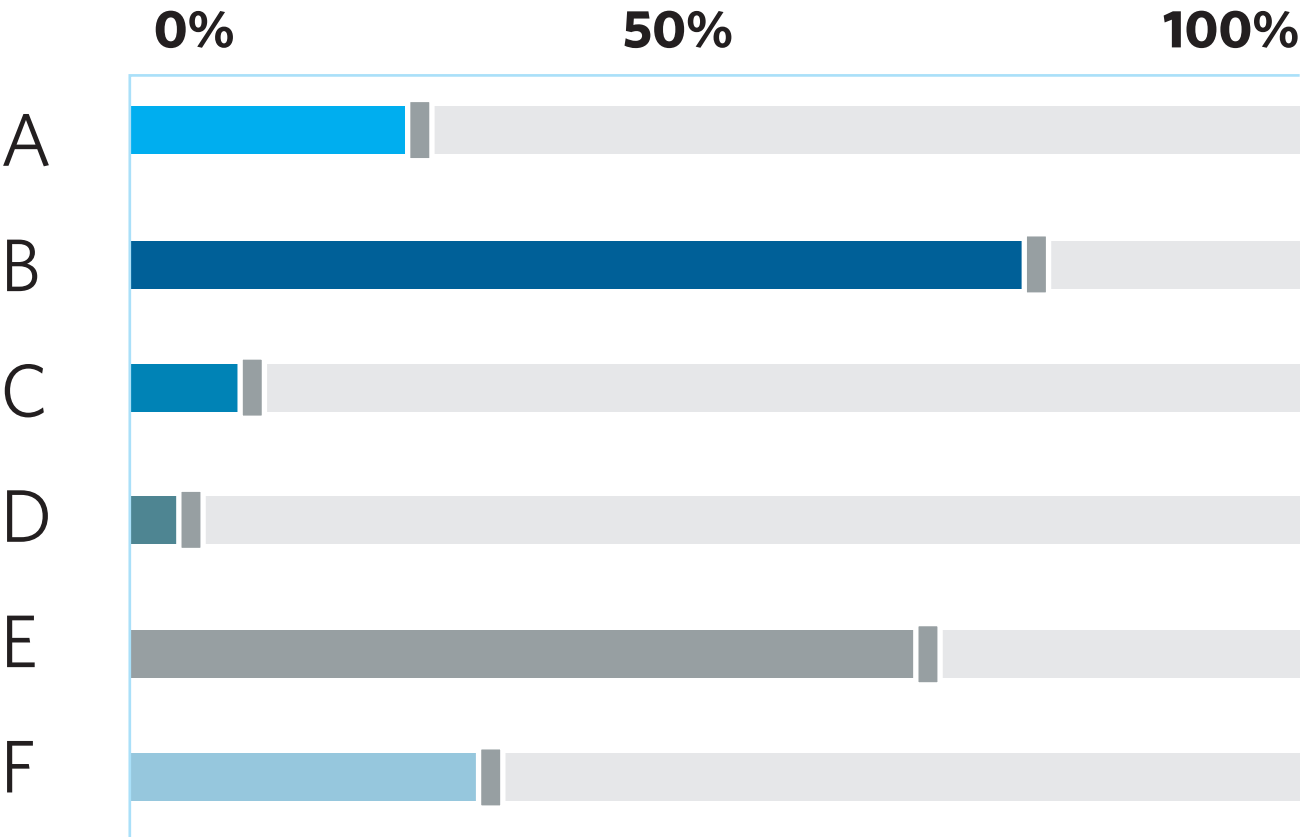
References Post-WWII styles

Uses modern-day/contemporary styles



20. OF THE 6 DOWNTOWN RIVERHEAD BUILDINGS SHOWN, WHICH THREE BEST EXPRESS THE SPIRIT OF RIVERHEAD, IN TERMS OF ARCHITECTURAL CHARACTER?

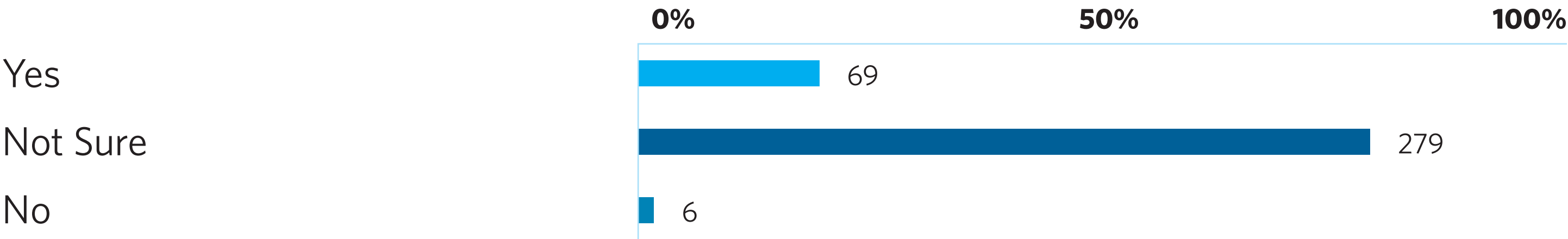
Answered: 363 Skipped: 46



WE'RE LISTENING

21. HAVE YOU ATTENDED A PUBLIC ENGAGEMENT SESSION OR STAKEHOLDER MEETING FOR THIS PROJECT?

Answered: 354 Skipped: 55





Creating a sense of place through collaboration, context, and community.